

Message Text

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PAGE 01 TORONT 02286 132112Z
ACTION EUR-12

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----- 114839 /70
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FM AMCONSUL TORONTO
TO SECSTATE WASHDC 4668
USDOC WASHDC
INFO AMEMBASSY OTTAWA

UNCLAS TORONTO 2286

E.O. 11652: N/A
TAGS: BEXP, CA
SUBJECT: FY 77 CANADA CCP - REGIONAL TRADE PROMOTION PROGRAM -
PARTICIPATION REPORT

REF: STATE 297157

1. POST COMMERCIAL OFFICER PARTICIPATED IN HALF DAY EXPORT
STIMULATION SEMINAR ON CANADAIN MARKET IN PITTSBURG DECEMBER 9.
SEMINAR, SPONSORED BY AIRPORT CHAMBER OF COMMERCE, FEATURED PANEL
MODERATED BY DIRECTOR, PITTSBURGH DISTRICT OFFICE, AND CONSISTING
OF POST COMMERCIAL OFFICER, CLEVELAND REPRESENTATIVE OF BANK OF
NOVA SCOTIA, AND VICE PRESIDENT OF LEADING CANADAIN CUSTOMS
BROKERAGE (BORDER BROKERS). TOPICS OF DISCUSSION WERE ONTARIO
MARKET, FINANCING US EXPORTS TO CANADA, AND CANADAIN CUSTOMS
PROCEDURES. COMMERCIAL OFFICER'S PRESENTATION EMPHASIZED ACC-
ESSIBILITY OF ONTARIO MARKET, NECESSITY OF LOCAL REPRESENTATION, AND
IMPACT OF CANADAIN MARKET AS A WHOLE ON PENNSYLVANIA INDUSTRY.
LUNCHEON SPEAKER WAS VICE PRESIDENT, MINE SAFETY APPLICANCE COMPANY,
WHO FOCUSSED ON QUESTIONS OF SELECTION AND SUPPORT OF LOCAL
REPRESENTATION.

2. REGISTERED ATTENDANCE EXCEEDED FORTY, OF WHOM APPROXIMATELY
ONE-HALF WERE MANUFACTURERS. AUDIENCE INTEREST WAS KEEN,AS
INDICATED BY LARGE NUMBER OF QUESTIONS ADDRESSED TP PANEL. POST
NOW RESEARCHING TWO SPECIFIC QUESTIONS RAISED IN CORRIDOR
DISCUSSION BY NEW-TO-MARKET ATTENDEES.

3. PRIOR POST PARTICIPATION IN EXPORT MATCHMAKERS CONFERENCE
IN CHICAGO OCTOBER 31 NOT NEARLY SO SUCCESSFUL AS NO SPECIFIC
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ACTIVITIES HAD BEEN PROGRAMMED AND NATURE OF CONFERENCE (PRIVATE

APPOINTMENTS BETWEEN NTE MANUFACTURERS AND EXPORT MANAGEMENT
COMPANIES) NOT CONDUCTIVE TO COUNSELLING PARTICIPANTS.
DIGGINS

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NNN

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Disposition Event:
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